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RURAL AREAS  
DEVELOPMENT

# NEWSLETTER

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## "PUT JOBS WHERE THE WORKERS ARE"

Pointing to labor shortages in the city and job shortages in the countryside, Secretary of Agriculture Orville L. Freeman has urged businessmen to put plants where the workers are -- in rural America.

To encourage the dispersal of business and industry into our towns and small cities, the Secretary announced the start of a Rural Industrialization Program.

A Rural Industrialization staff is already at work in the Department. It will serve as liaison with State industrial development agencies and local rural development groups to help industrialists find a site they want in a smaller community, the Secretary said.

"It is folly to stack up three-quarters of our people in suffocating steel and concrete storage bins in the city, while a figurative handful of our fellow citizens rattle around in a great barn full of untapped resources and empty dreams," the Secretary said. He noted that already 70 percent of our people live on 1 percent of our land, and each year more people are lured to urban areas by big city job prospects.



The Rural Industrialization Program is designed to correct this maldistribution of people and opportunity.

The Secretary said that modern transportation and communication facilities, and the ready availability of rural workers, make it practicable to establish plants in rural areas. There are advantages for businessmen, too, like a 10-minute drive to the golf course, or a horseback ride with the kids before breakfast.

The Secretary urged businessmen to consider these and other advantages when they get ready to build new plants. He announced the program at a meeting of the Business Council, an organization composed of the nation's leading industrialists and bankers.

The Rural Industrialization Program and the Community Development District bill now before Congress are major thrusts under the all-encompassing Rural Areas Development effort.

## INDUSTRY PICKS A SITE WITH RECREATION

Recreation can be more than fun and games.

For two small North Carolina communities, it also meant a new industry, providing some 200 jobs.

Officers of National Spinning Company report that one of the major reasons they located between Warsaw and Keanansville was the recreation center that residents of the two communities built.

The nine-hole golf course, swimming pool, picnic area, and tennis court were built with a \$100,000 loan from USDA's Farmers Home Administration and \$38,000 raised locally.

When construction started 2 1/2 years ago, the surrounding area was undeveloped. Now around 100 new homes have been built or are under construction within a 15-mile radius of the center.



## ELECTRIC CO-OP HELPS A COMMUNITY BUILD A WATER SYSTEM

When you don't have it, water is easily a community's most precious commodity.

Causey, New Mexico didn't have a community water system when fire destroyed the town's cotton gin. Nor was there water to fight the blaze when another fire damaged the community's school complex.

Local leaders agreed that a central water system was a "must", but they were uncertain how to proceed. Several citizens had spent upwards of \$1,000 trying to develop individual water supplies.

The people turned to Roosevelt County Electric Cooperative for advice. Co-op engineer Ted Ford was assigned to work with the towns-people to help develop a workable plan.

Ford proposed that a water tank be built in the town, and filled from an irrigation well a half mile away.

USDA's Farmers Home Administration made a \$35,000 loan to help finance the 20-foot high, 11,500 gallon water tank and other facilities that went into the system.

Now two neighboring towns -- Dora and Floyd -- have followed Causey's lead and develop FHA-financed community water systems. In each case, the co-op donated Ford's services as an engineer on the project.

## ONE FOR ALL AND ALL FOR ONE -- AN EIGHT-COUNTY PROGRESS REPORT

More and more, county Rural Areas Development committees are joining forces for area-wide economic development.

The progress scored by the Upper Cumberland Area Development Council in Kentucky indicates why.

The Council, the Chambers of Commerce, the State Department of Commerce, and others in the 8-county area organized a drive for new industry and new jobs.

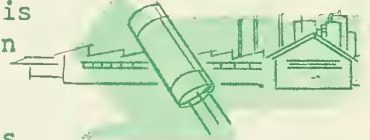


A wood pallet plant was built at Williamsburg and a milk processing plant has been built near London. Over 200 people are employed in two new plants at Corbin -- one manufacturing wire springs, the other electronic equipment. Middlesboro has added several plants, and Harlan has a wood-working plant.



The area council helped set up a number of community action groups and an area community action group that are now functioning on their own.

In Laurel County, a mental health center is being planned. A new vocational extension center is in operation in Knox County.



Recreation is potentially important in the area, and the State is developing several recreation areas. Local people raised money and worked to get the State agencies to support various projects. For example, a woman's club is helping develop a trail in Pine Mountain park.

Water resources are being improved. The Corps of Engineers has built a dam on the Laurel River, and there are plans to turn a huge fill for Interstate Highway 75 in Laurel County into an 800-acre lake that will provide both domestic water and recreation. A number of communities have submitted applications to the Farmers Home Administration for water and sewer system grants and loans.



In London, the Federal Housing Administration is financing a housing project for the elderly that will cost in excess of

\$1 million.

New highways are being built through the Appalachian Regional Development program to expand travel and communications in the area. This has provided some additional temporary employment.

These are just a few of the activities that are underway through the area-wide development concept.

#### LAND FOR JOBS

Three hundred jobs -- enough to provide work for 60 percent of the area's unemployed -- will soon be available in Hazen, Arkansas as a result of a land exchange deal approved by USDA's Forest Service.

Early last month, the Forest Service transferred 30 acres to the town of Hazen for industrial development by a clothing manufacturer in exchange for 3 separate tracts in Ouachita National Forest.



Hazen (population 1,500) gains new job opportunities, while Forest Service, with 3 new tracts totaling 120 acres, can consolidate public ownership holdings in the Wattensaw Game Management Area, and thus improve game management practices.

#### QUARTERLY REPORT SHOWS PROJECT COMPLETIONS UP

Nearly 14,000 Rural Areas Development projects have been completed since July 1, 1961, according to the latest RAD quarterly progress report issued by the Federal Extension Service. Of these, 725 were completed during the past three months.

The report cited a number of RAD successes. For example:

Citizens of the Little Hollywood area in Graham County, Arizona, began a series of self-help projects after their Office of Economic Opportunity Headstart classes ended in August 1965. They staged a community dinner to get the down payment for a building site for a community center. It will include a maternity room, a reading room and library, kitchen, classroom and meeting room. With help from their county extension agents, community leaders started an informal education program to help low-income families stretch their budgets. They improved irrigation practices in the area; began a community beautification drive, and have half a dozen other do-it-yourself projects underway.

#### FIRST "GREENSPAN" CONTRACT SIGNED

The nation's first "Greenspan" agreement to help a community develop a recreation area was signed May 26 by Secretary of Agriculture Orville Freeman and Mayor Milton Elzufon of Newark, New York.

Brass bands and banners were the order of the day as the community and newsmen from nearby cities and the National Capitol turned out to witness the ceremony.

The community of some 10,000 will receive \$4,730 over a 10-year period to help it buy 32 acres -- nearly 30 of it former cropland -- and convert it into a city park which will include a wildlife pond, picnic area, baseball and softball diamonds, ice skating rink, badminton courts, and other facilities.

IT MIGHT SOUND FISHY, BUT....

It sounds like a fish story, but last year Ernest Harlan of Lauderdale County, Alabama collected \$50,000 off fishermen from a one-acre pond.

He plowed \$40,000 back into the business in construction costs alone, and there were other expenses, like labor, taxes, and interest. But still, he showed a profit.

Harlan became a rainbow trout enthusiast while vacationing on the West Coast 5 years ago. He decided to try and transplant the sport to his area.

He built a fish house with graduated incubator troughs and channeled cold spring water into it. He buys his trout eggs from a producer in the State of Washington, and raises them on a special feed manufactured in Utah.

Some 8,500 fishermen -- 95 percent of them repeat customers -- caught 67,000 trout from the pond last year, and they paid 6 cents an ounce for the privilege.

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